



ROAD TRAFFIC SAFETY STRATEGY AND ACTION PLAN



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EDUCATION AND AWARENESS RAISING STUDIES

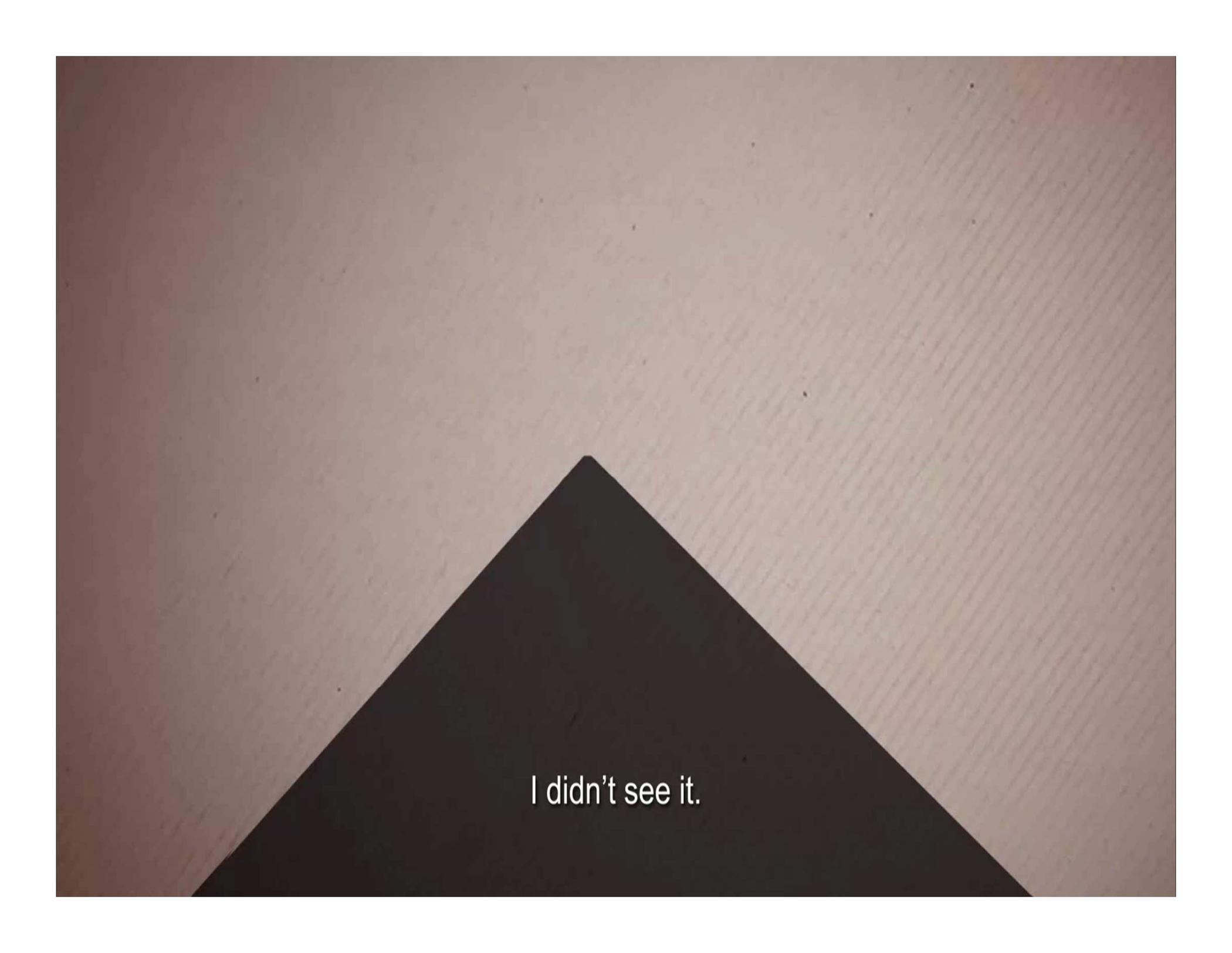


TRAFFIC DETECTIVES



TRAFFIC EDUCATION PROJECT FOR CHILDREN



The image features a light-colored, textured background, possibly a wall or paper. A large, solid black triangle is positioned in the lower half of the frame, pointing upwards. The text "I didn't see it." is centered within the black triangle in a white, sans-serif font.

I didn't see it.



PURPOSE



- To minimize traffic accidents, to prevent deaths, injuries and losses;
- To create awareness of parents and other members of the family by means of children education;





PURPOSE



- To raise next generations today and to prepare a substructure for the other generations that they will educate;
- To instill this idea; 'traffic rules are not only for drivers but for everyone'.





TARGET AUDIENCE AND BUDGET



- It is planned that 1.5 million children and young people aged 3-17 years will receive education within 3 years;
- The total budget of the project is 4,500,000 TL and annual budget is 1,500,000 TL.





PARTNER INSTITUTIONS



- Ministry of Interior (Turkish National Police)
- Ministry of Family and Social Policies,
- Ministry of National Education,
- Religious Affairs Administration,
- Polis Wives Solidarity and Benefit Society (PEKAY)
- International Police Association(IPA)
- OPET Incorporation





LAUNCHING



- Opening ceremony of “Traffic Detectives Project” has been organized with the participation of Ministers, high ranking representatives from stakeholder organizations and students on November 27th, 2013.







TRAINING FOR TRAINERS



“Road Users Training of Trainers” has been organized for our staff who will work as trainers in 10 provinces.

During these training program trainers receive education about these issues:

- ❖ Experiential Learning Cycle, Training Principles for Adults and Children
- ❖ Communication Skills related to Adults and Children and Empathy
- ❖ Difference and Similarities between Adult Education and Child Education
- ❖ Preparing Instructional Plan, Teaching Lesson by Visual Imagery Method





FIRST LESSON



First raining sessions of Traffic Detectives Project were completed in 10 provinces

Ankara	13.02.2014
İstanbul	18.02.2014
Bursa	19.02.2014
İzmir	20.02.2014
Antalya	24.02.2014
Adana	25.02.2014
Gaziantep	26.02.2014
Diyarbakır	27.02.2014
Erzurum	28.02.2014
Konya	04.03.2014





IDENTITY CARD



➤ In order to provide adoption and internalization of the Project identity cards will be given to children who attended to trainings.

➤ It is planned that in the future with these cards detectives will win some gifts, discounts.



PROJECT OF SAFE USE OF AGRICULTURAL VEHICLES





PURPOSE



The target has been put forward in Road Traffic Safety Strategy and Action Plan towards 'taking necessary precautions on safer use of agricultural vehicles in periods when agricultural activities increase'.





TARGET



- To inform tractor drivers about traffic rules,
- To adopt the safe tractor driving techniques,
- To decrease tractor involved traffic crashes,
- To perform safe agricultural Works through the proper use of tractor,
- To make tractor drivers familiarise, adopt and integrate the tractor into their social lives.



WHY TRACTOR



By the end of 2013;

Number of motor vehicles	17.939.447
Number of motor vehicles per 1.000 people	237
Number of tractors	1.565.817
The percentage of tractors in motor vehicles	% 8,7

When traffic crashes are examined;

5 of every 1.000 vehicles involved in crashes over the country are tractors.

22 of every 1.000 people dying in traffic crashes in Turkey are losing their lives in tractor involved crashes.



PARTNER INSTITUTIONS



- Ministry of Interior,
- Security General Directorate,
- Gendarmerie General Command,
- Ministry of Transport Maritime Affairs and Communication,
- Highways General Directorate
- Ministry of Food, Agriculture and Livestock,
- Ministry of Education,
- Ministry of Health,
- The Union of Agricultural Chambers
- Yiğit Akü (an accumulator company)





ACTIVITIES



The provinces having the most number of tractors were determined and the decision has been taken towards launching the activities from these provinces.

In this scope the Project launched in;

Konya / Altınekin district
Manisa / Saruhanlı district

continued in 81 provinces.

GÜVENLİ TRAKTÖR KULLANIMI KAMPANYASI

GÜVENLİ TRAKTÖR KULLANIMI KAMPANYASI ETKİNLİĞİ 1

KONYA ALTINEKİN
HEP BİRLİKTE EĞLENMEYE,
EĞLENİRKEN ÖĞRENMEYE
HAZIR OLUN!

Tarih: 5 Eylül 2013
Yer: Konya Altınekin Düğün Salonu
Ölmez mah. Vatan Cad. Altınekin / Konya
Saat : 09:30 - 17:00 arası

TÜM TRAKTÖR SAHIPLERİ VE KULLANICILARI DAVETLİMİZDİR...

KONSER
SÜRPRİZ ÖDÜLLER
YEMEK
YARIŞMA
EĞİTİM

YIGITAKÜ



ACTIVITIES





THE PROJECT OF OBEYING TRAFFIC RULES IN TV SERIES





PURPOSE



Television appears as the most influential and common communicational and educational tool today. TV series and films, whose rates have been increasing in recent years, both amuse and educate people while being watched by the public.



PURPOSE



It was important to Show example role models for people about the subject traffic, moving from the thought that the series include imitated characters. Therefore it is thought that the respect in traffic towards people on TV has the utmost importance.



MEDIA MONITORING UNIT



Starting from this point of view, in the light of 'Road Traffic Safety Strategy and Action Plan', all the series (3.340 parts) televised between 2012-2014 by national channels were watched by the Unit and the statistics on wearing seat belt, talking and using cell phones and obeying traffic rules were kept.





MEDIA MONITORING UNIT



These statistics were shared with producers, directors and managers of channels.

Furthermore, as it was understood that it was not much productive to communicate to the related people afar, informing visits were held to 22 film producers, 65 series studios (directors, technical team and actors) and 20 television managers about traffic safety.





MEDIA MONITORING UNIT



While obeying the traffic rules (wearing seat belt and proper use of cell phones) were about %5 at first, today it is about %85. The figures still are not adequate for raising awareness. Yet the results have been gathered within 1 – 1,5 year and our efforts still continue.



EXAMPLES FROM THE SERIES





EXAMPLES FROM THE SERIES





EXAMPLES FROM THE SERIES





WE ARE ON THE MEDIA (NEWSPAPERS)





WE ARE ON THE MEDIA (TV CHANNELS)





WE ARE ON THE MEDIA (TV CHANNELS)
ZDF TELEVISION OF GERMANY





MAGAZINE PROGRAMMES



One of the most followed parts of channels and newspapers is the magazine. After discussing with producers and directors of these programmes, which people imitate and take example in their private lives, a study has been performed to impose the correct attitude of using cell phones, helmets, seat belt by using logos on the page.





MAGAZINE PROGRAMMES



18 Aralık 2013 Çarşamba



Cengiz Semercioglu
csemercioglu@huriyet.com.tr

Haberdeki logolar...

EMNİYET KEMERİ TAKILI
TEŞEKKÜR EDERİZ

KEMER TAKILI DEĞİL
LÜTFEN DİKKAT

Dikkat ettiyseniz bir süredir gazetelerde haberlerin yanında trafik kurallarını hatırlatan logolar giriyor...

- Kemer takılı değil lütfen dikkat.
- Kask takıyor, teşekkür ederiz.
- Araç sürerken cep telefonu kullanmayınız.

Bu konulara yakın haberler olduğunda, konuyla ilgili logoyu da haberin yanına koyuyoruz.

Diyelim emniyet kemeri takmayan bir

Emniyet Madanîliği'nin başlattığı ve medyaya ortak yürüttüğü bir kampanyaya bu farkındalığı artırmak için trafik kurallarına dikkat çekmek için çok iyi bir yöntem.



Berkay

ÇİÇEKLER SEVGİLİMİ

FENERBAHÇELİ futbolcu Caner Erkin'in eşi Asena'yla yasadık aşk yaşadığı iddialarıyla gündemden düşmeyen Berk önceki akşam Arnavutköy'deki Etiler'de yemek yedi. Berkay çıkışta aracın ön koltuğundaki popçularından çıkan çiçek demeti sürüşü sırasında "Çiçekler sevgilime, benim görsenler sevdiğim en beni enlayan bir demet var" dedi. **SERCAN KISMET**

Ölüm tokası

■ Haklarında çıkan haberler yüzünden magazin gündeminden inmeyen Caner-Asena Erkin çifti, önceki gün Etiler'de öğle yemeği yedi. Çıkışta soruları yanıtsız bırakan çiftin, otomobilin emniyet kemeri ikazını susturmak için özel aparat taktıkları görüldü.



Asena Erkin

Caner Erkin



Kask nerede

GENÇ şarkıcı Can Bonomo, meşhur kaskını bir kenara bıraktı. Bonomo, Nişantaşı'ndan geçtiği sırada kask yerine bere kullanırken objektiflere yansıdı. Cross motor kullanan Can Bonomo, sıkışıklığa aldırıp etmeden otomobillerin yanından birer iki şer hızla geçip uzaklaştı. **UĞUR SOYSAL**

ANNESİNE ÇEKMEMİŞ!



EMNİYET KEMERİ TAKILI
TEŞEKKÜR EDERİZ

ENGİNCAN'A alkış! Trafikte sık sık emniyet kemeri takmadan ve telefonla konuşurken görüntülenen Sibel Can'ın aksine, oğlu Engincan Ural kurallara harfiyen uyuyor. Önceki gece Bebek'te arkadaşlarıyla yemek yiyen Engincan, annesinin otomobiliyle polis kontrolüne takıldı: Alkol muayenesinde sıfır promil çıktı, emniyet kemeri de takılıydı. **SERCAN KISMET**



NEWSPAPER REPORTS



It is beyond the argument that the reports on newspapers related to traffic crashes have a strong influence on society.

On that account, we make training programs for news reporters and try to call public attention to reason of the crashes in order to create awareness.





MEDIA TRAFFIC AWARDS



In consequence of all studies within traffic safety, one-year period will be evaluated and Traffic Safety Media Awards Ceremony will be held on 16 April 2014 at 19:30 in Lütü Kırđar Congress and Exhibit Palace.





ROAD TRAFFIC SAFETY SYMPOSIUM AND EXHIBITION



It is thought that Road Safety Symposiums and Exhibitions which bring all shareholders together make a huge contribution to road safety in our country. In this regard, “**5th Road Traffic Safety Symposium and Exhibition**” will be arranged on **21-23 May 2014 in ATO Congressium Center** with the cooperation of Ministry of Interior and Ministry of Transport Maritime Affairs and Communication, with the participation of all governmental institutions and organizations, universities, civil society organizations.

5. KARAYOLU TRAFİK GÜVENLİĞİ SEMPOZYUMU VE SERGİSİ

21-23 Mayıs 2014 - ANKARA CONGRESIUM (ATO Kongre Merkezi)

Ayrıntılı Bilgi: 0 312 462 21 73 - 74 - www.karayoltrafiksempozyumu.com



5TH ROAD TRAFFIC SAFETY SYMPOSIUM AND EXHIBITION



This organization is open to international participants.

Thank you for your interest

